MSG to telecast Big M's hoops

YOU'LL NEVER guess who's the latest investor in the Meadowlands. Would you believe Madison Square Garden?

Madison Square Garden Productions president Joe Cohen has successfully negotiated a deal with the Meadowlands to telecast the majority of the arena's upcoming college basketball schedule over MSG Cable. While LSU-North Carolina (Dec. 4) and Virginia-Missouri (Feb. 20) will be handled by the networks, MSG will offer West Virginia-N.C. State, St. Peter's-Arkansas (Dec. 28), Fordham-Notre Dame, Holy Cross-Manhattan (Feb. 10) and Georgetown-Seton Hall (Feb. 26).

Official word from the Garden will come later this month, but the pact has already been signed.

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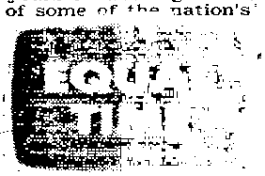
The only guys getting sportscasting jobs these days are ex-jocks or guys with "Albert" for a last name. In the wings, we find 14-year-old Kenny Albert and eight-year-old Brian Albert, Marv's sons. They accompany pop to the Garden for various events, sit up in the auxiliary press box and call the shots. Kenny does the play-by-play, Brian the color. By the way, when Marv's wife asks the kids if they cleaned their room do they answer, "YES!?"

As for the old man, after years of laboring in the shadows as a broadcaster of some of the nation's lesser sports, Marv gets his first real shot at legitimacy tonight when he calls the elevator races on *The David Letterman show*.



Several folks have asked why Pat Summerall seems so cold toward Brent Musburger during their work on CBS' U.S. Open Tennis coverage. Some background might explain it. Word is that the two haven't gotten along for some time. It seems that when *The NFL Today*, hosted by Musburger, would zip around the league to get the latest pre-game information from the play-by-play men, Musburger would listen in as they practiced their spiels and then give the scoop as he introduced the man with the poop.

For example, Musburger might say: "And now to Pat Summerall in Pittsburgh with the startling news that Terry Bradshaw won't play today for the Steelers." They'd switch to Pittsburgh and Summerall would be left to repeat what Musburger had just stated.

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Wasn't it significant that Pam Shriver, who upset Martina Navratilova Tuesday, has as her doubles partner Martina Navratilova? And if it wasn't significant, it was certainly downright interesting. But during Tuesday's 6 o'clock news it wasn't noteworthy to Ch. 7's Spencer Christian or Ch. 2's Warner Wolf, while the city's other sportscasters thought it important. Or could it be that Christian and Wolf just didn't know?

The sweeps to replace Marty Glickman as Ch. 4's weekend sportscaster has been won by Don Gould, late of Orlando, Fla. Gould, 35, and a New York native, begins for keeps this weekend . . . Speaking of Glickman, WGST Radio, the flagship station for the Falcons, employs a fulltime play-by-play man, but uses a guest analyst each game. When Atlanta plays the Giants at the Meadowlands Sunday, folks down in Georgia will hear Glickman doing the color.

Momentum Enterprises, the New York-based closed-circuit boxing giant, gets into the college football business tomorrow when it makes available to the people of Morgantown and Charleston, W. Va., the WVU-Oklahoma game from Norman. Momentum will show the game on closed circuit at Morgantown's WVU Coliseum (12,000 seats) and at Charleston's Civic Center (10,000 seats). Students enter for $4 a throw, others for $7. Somewhere, George Orwell is smiling.

The MISL Game of the Week on USA Cable switches from Fridays to Wednesdays this season . . . Rich Podolsky, able publicist for CBS Sports, will move to Trans World International's cable TV ventures next week. Podolsky becomes a producer. VI producer and former Post sports columnist, Valerio, has moved to CBS, where he produces features on The NCAA Today under the guidance of executive producer Ted Shaker.

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